

### **In the Claims**

Please amend the claims as follows. Presented below is a complete listing of claims in the revised format showing markings as set forth by the U.S. Patent and Trademark Office on January 31, 2003:

1. (Currently Amended) A method for tracking transactions involving media assets on a data network, said data network being serviced by one or more service providers, the method comprising:

tracking information characterizing a particular media asset of interest that is uploaded to the data network;

receiving a request ~~from a user~~ to engage one or more of said service providers to perform one or more services for the particular media asset; and

tracking transaction information allowing billing of the requested services, wherein the transaction information includes ~~including tracking~~ information indicating which of the service providers performed a service for the particular media asset; ~~and~~

~~for each service provider, generating a report indicating a provider's billing information in connection with providing services for the various media assets present on the network.~~

2. (Original) The method of claim 1, wherein said media assets include selected ones of digital images, audio, video, and text-based media.

3. (Original) The method of claim 1, wherein said service providers include a wireless carrier.

4. (Original) The method of claim 1, wherein said service providers include an online e-commerce partner providing services in conjunction with processing various media assets.

5. (Original) The method of claim 1, wherein said media assets include digital images, and wherein said service providers include a service provider providing photofinishing services.

6. (Currently Amended) The method of claim 1, wherein said data network includes connectivity to the Internet.

7. (Original) The method of claim 1, wherein said service providers include an Internet service provider.

8. (Original) The method of claim 1, wherein said request comprises an e-commerce transaction that requires services provided by multiple service providers, and wherein said transaction information allowing billing of the requested services tracks revenue sharing among the multiple service providers for servicing the e-commerce transaction.

9. (Original) The method of claim 8, wherein said transaction information allowing billing of the requested services additionally tracks expense sharing among the multiple service providers for servicing the e-commerce transaction.

10. (Currently Amended) The method of claim ~~[[1]]~~ 41, wherein said step of tracking information characterizing a particular media asset of interest includes:

tracking information uniquely identifying the asset within the data network, information specifying characteristics of the asset, and information identifying a particular user who uploaded the asset.

11. (Original) The method of claim 10, wherein said report provides billing information based on characteristics of the particular asset.

12. (Original) The method of claim 11, wherein said report provides billing information based on the particular asset's size.

13. (Original) The method of claim 11, wherein said report provides billing information based on the particular asset's media type.

14. (Currently Amended) The method of claim 1, wherein said request is received from a user other than the user who uploaded the particular asset to the data network.

15. (Currently Amended) The method of claim 14, further comprising:  
receiving input indicating that the particular media asset may be shared with other particular users on the data network;

receiving a request from one of the other particular users to engage one or more of said service providers to perform one or more services for the particular media asset; and  
wherein said step of tracking transaction information allowing billing of the requested services, includes tracking transaction information allowing billing of the other particular user who requested the services.

16. (Currently Amended) The method of claim 1, wherein said step of tracking information characterizing a particular media asset of interest that is uploaded to the network includes:

uniquely identifying the particular media asset, so that it may be distinguished from all other media assets on the data network.

17. (Currently Amended) The method of claim 1, wherein said step of tracking information characterizing a particular media asset of interest that is uploaded to the data network includes:

uniquely identifying a particular device that the particular media asset was received from.

18. (Original) The method of claim 1, wherein said transactions that are tracked comprise e-commerce transactions carried out over the Internet.

19. (Currently Amended) The method of claim 1, wherein said particular media asset is uploaded to the data network using wireless communication.

20. (Currently Amended) The method of claim 1, wherein said particular media asset is uploaded to the data network using wireline communication.

21. (Original) The method claim 1, wherein said transaction information allowing billing of the requested services includes information about credits and/or debits posted to accounts of the service providers that were engaged.

22. (Currently Amended) A system for tracking and managing media assets on a data network, said data network being serviced by one or more service providers, the system comprising:

a module for receiving uploading of a particular media asset of interest that is uploaded to the data network;

a module for processing a request ~~from a user~~ to engage one or more of said service providers to perform one or more services for the particular media asset; and

a transaction modules for tracking transaction information pertaining to billing of the requested services, wherein said transaction information includes ~~including tracking~~ information indicating which service providers performed a service for the particular media asset, ~~including posting credits and/or debits to accounts of the service providers that were engaged;~~ and

~~a report generation module for indicating a provider's billing information in connection with providing services for the various media assets present on the data network.~~

23. (Original) The system of claim 22, wherein said media assets include selected ones of digital images, audio, video, and text-based media.

24. (Original) The system of claim 22, wherein said service providers include a wireless carrier.

25. (Original) The system of claim 22, wherein said service providers include an online e-commerce partner providing services in conjunction with processing various media assets.

26. (Original) The system of claim 22, wherein said media assets include digital images, and wherein said service providers include a service provider providing photofinishing services.

27. (Currently Amended) The system of claim 22, wherein said data network includes connectivity to the Internet.

28. (Original) The system of claim 22, wherein said service providers include an Internet service provider.

29. (Original) The system of claim 22, wherein said request comprises an e-commerce transaction that requires services provided by multiple service providers, and wherein said transaction information allowing billing of the requested services tracks revenue sharing among the multiple service providers for servicing the e-commerce transaction.

30. (Original) The system of claim 29, wherein said transaction information allowing billing of the requested services additionally tracks expense sharing among the multiple service providers for servicing the e-commerce transaction.

31. (Original) The system of claim 22, wherein said system tracks information characterizing a type for the particular media asset of interest.

32. (Currently Amended) The system claim 31, wherein said system tracks a unique identifier for uniquely identifying the particular asset across the entire data network.

33. (Currently Amended) The system of claim ~~22~~ 42, wherein said report generation module provides billing information based on characteristics of the particular asset.

34. (Currently Amended) The system of claim ~~22~~ 42, wherein said report generation module provides billing information based on the particular asset's size.

35. (Currently Amended) The system of claim ~~22~~ 42, wherein said report generation module provides billing information based on the particular asset's media type.

36. (Currently Amended) The system of claim ~~22~~ 42, further comprising:  
a sharing module for receiving input indicating that the particular media asset may be shared with other particular users on the network.

37. (Original) The system of claim 36, wherein said module for processing a request may process a request from a user that the particular asset is being shared with;  
and  
wherein said report generation module allows billing of services to said user who the particular asset is being shared with.

38. (Original) The system of claim 22, wherein said system tracks information characterizing the particular media asset of interest, including uniquely identifying a particular device that the particular media asset was received from.

39. (Original) The system of claim 22, wherein said transactions that are tracked comprise e-commerce transactions carried out over the Internet.

40. (Currently Amended) The system of claim 22, wherein said particular media asset is uploaded to the data network using wireless communication.

41. (New) The method of claim 1, wherein said method further comprises:  
generating a report indicating a provider's billing information in connection with providing services for the various media assets present on the data network.

42. (New) The system of claim 22, wherein the system further comprises:  
a report generation module for indicating a provider's billing information in connection with providing services for the various media assets present on the data network.

43. (New) The method claim 22, wherein said transaction information allowing billing of the requested services includes information about credits and/or debits posted to accounts of the service providers that were engaged.

44. (New) A method for tracking transactions involving media assets on a data network, the data network being serviced by one or more service providers, the method comprising:

receiving at a media gateway a particular media asset of interest, wherein the media gateway is associated with the data network;

adding tracking information characterizing the particular media asset when the particular media asset is received by the media gateway, wherein the tracking information is not added until the particular media asset is received by the media gateway;

receiving a request to engage one or more of the service providers to perform one or more services for the particular media asset; and

tracking transaction information using the tracking information, the transaction information allowing billing of the requested services, wherein the transaction information includes information indicating which of the service providers performed a service for the particular media asset.

45. (New) The method of claim 44, wherein said service providers include an online e-commerce partner providing services in conjunction with processing various media assets.

46. (New) The method of claim 44, wherein said request comprises an e-commerce transaction that requires services provided by multiple service providers, and wherein said transaction information allowing billing of the requested services tracks revenue sharing among the multiple service providers for servicing the e-commerce transaction.

47. (New) The method of claim 44, wherein said transaction information allowing billing of the requested services additionally tracks expense sharing among the multiple service providers for servicing the e-commerce transaction.

48. (New) The method of claim 45, wherein said step of tracking information characterizing a particular media asset of interest includes:

tracking information uniquely identifying the asset within the data network, information specifying characteristics of the asset, and information identifying a particular user who uploaded the asset.

49. (New) The method of claim 44, wherein said request is received from a user other than the user who uploaded the particular asset to the data network.

50. (New) The method of claim 49, further comprising:

receiving input indicating that the particular media asset may be shared with other particular users on the data network;

receiving a request from one of the other particular users to engage one or more of said service providers to perform one or more services for the particular media asset; and

wherein said step of tracking transaction information allowing billing of the requested services, includes tracking transaction information allowing billing of the other particular user who requested the services.